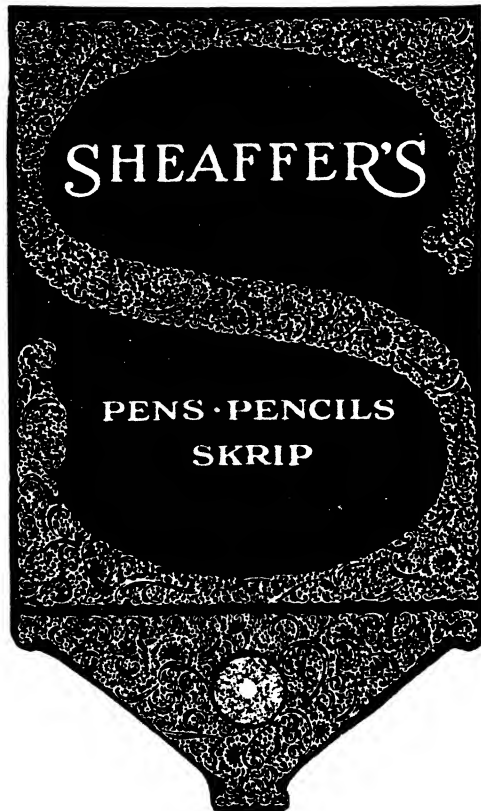


extra

1925



SHEAFFER'S

PENS · PENCILS ·



Catalog NoA2.



W. A. SHEAFFER PEN CO.

FORT MADISON, IOWA, U. S. A.

NEW YORK
80 FIFTH AVE.
CHICAGO
506 REPUBLIC BLDG.

DENVER
503 JACOBSEN BLDG.
SAN FRANCISCO
681 MARKET ST.



In presenting to you this catalog, it has been the primary object to present the entire line in a clear and understandable manner. The merchandise has been faithfully represented in regard to size, design, appearance and color.

Orders can be placed from this catalog with the assurance that the merchandise has been truly represented.

In the entire Sheaffer line, there is a pen and a pencil to meet the requirements of the purse and writing style of every individual; still the line is not inflated which would demand that the dealer carry excessive stocks to meet the requirements of every pen purchaser.

The healthy growth and prosperity of the Company are due to the excellence of the merchandise, the generous policies, the extensive advertising and the loyalty of our selected dealers. It is the intention of the Company to faithfully maintain the standards of excellence of the product and improve them whenever possible, thereby retaining the good will of the trade and the public.

To our dealers who have made this catalog possible, we present this compendium of illustrations of our line with untiring faith in their loyalty to the Company and the eternal assurance that this faith will be continuously rewarded with the best pens, pencils and writing materials possible for human ingenuity to devise.



The assembly and final inspection assures a perfect product.



All nibs are ground to perfect points of satin smoothness in the Sheaffer factory.



The 14K gold nib is tipped by hand with the hardest native iridium.



W. A. SHEAFFER
PRESIDENT
W. A. SHEAFFER PEN COMPANY



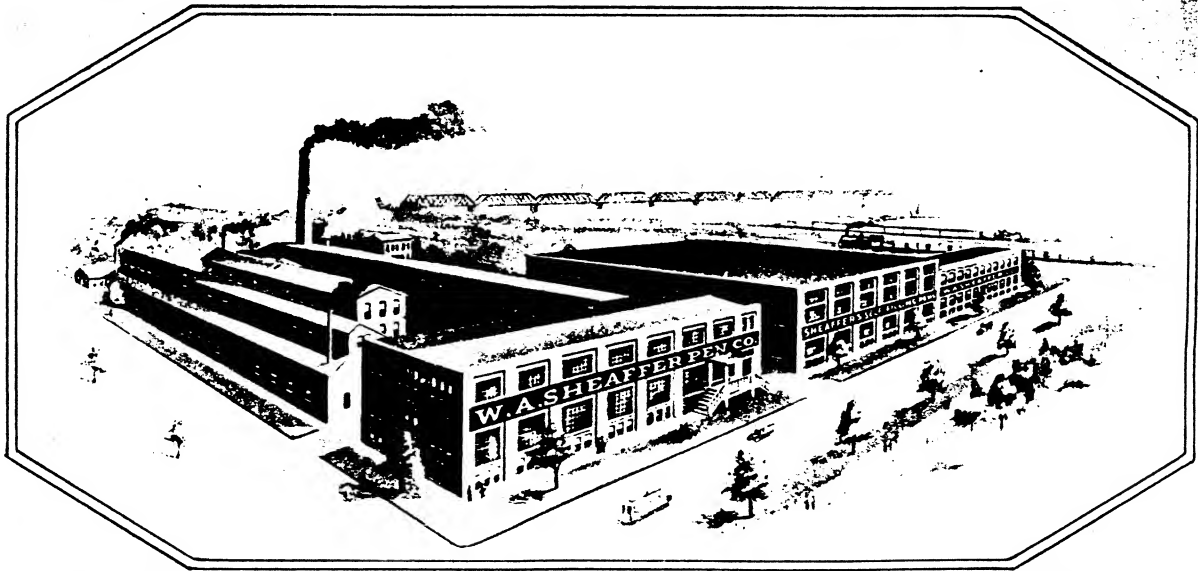
Pure minted gold from the government is melted and alloyed to make the Sheaffer pen.



Ball points, of iridium are fused to the nib of each pen.



All barrels, caps, and parts are shaped and polished in the Sheaffer plant.





The policies of the W. A. Sheaffer Pen Company are to sell only through a limited class of retail dealers and only a limited number of each accepted class in each community. Sheaffer merchandise is not sold through jobbers, agents, canvassers or mail order houses, and prices on Sheaffer goods are maintained which affords the dealer his full margin of profit.

Generous discounts to the trade are made on the face of the invoice and not in a promised merchandise rebate at the end of the year. The advertising of the Company is broad and general in its scope and of a class that has lifted Sheaffer pens out of the class of ordinary writing instruments and placed them in a class by themselves.

All Sheaffer products are guaranteed against mechanical defects and faults of material and construction. In addition to this broad and comprehensive guarantee, the nib of the Lifetime pen is unconditionally guaranteed for life against anything but permanent and total loss.

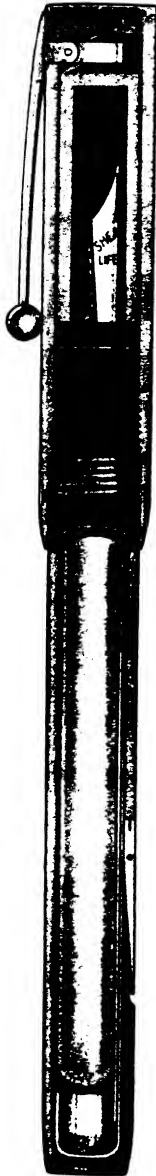
The Golden Rule is followed in conducting this business. This fact, in addition to the unquestionable quality of the merchandise and the strength of the guarantee, is the principal contributing factor to the swift but solid growth of the W. A. Sheaffer Pen Company.

Good quality merchandise that can be sold at a profit without regrets.

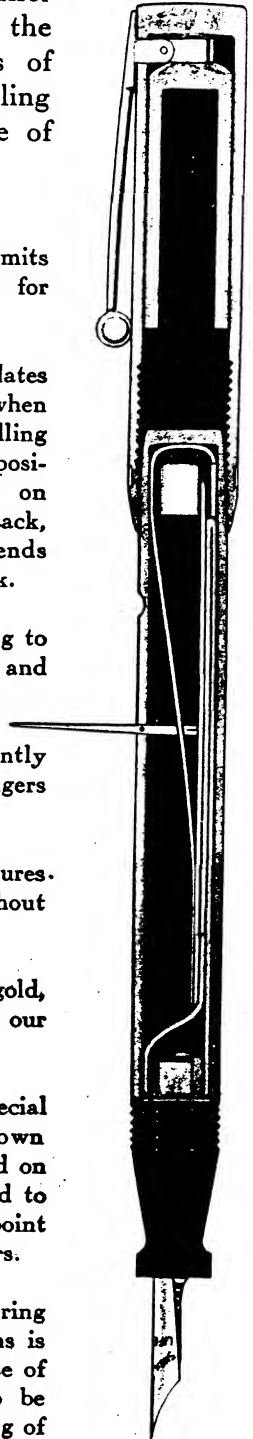
Sheaffer Pen Points



Every operation in the construction of the Sheaffer pen is thoroughly inspected and tested to assure the dealer of securing perfect merchandise. Points of superiority in the Sheaffer pen give special selling arguments to dealers and their clerks in the sale of this product.



1. Clip inserted in cap and over inside cap so it cannot pull out.
2. Clip shank of optical spring metal that will retain its spring and holds firmly.
3. Ball clip tip holds firmly to any cloth, easy to slip over edge of pocket, and holds tightly without wearing or tearing the cloth.
4. Inside cap securely anchors the clip and forms an airtight chamber for the point so it cannot leak or sweat in your pocket.
5. Section firmly seated against inner cap by perfectly cut threads. Screw cap prevents pen coming open in the pocket.
6. Banded cap avoids breakage and improves appearance.
7. Large sack of finest rubber latex permits plentiful supply of ink.
8. Filling mechanism lies flat, requires little room and is firmly fastened in place.
9. Filling lever fastened into place and locks in slot in the bar holding it in place. Remains flush and does not extend beyond barrel of pen.
10. Thumb-nail recess permits easy lifting of lever for filling.
11. Pressure bar entirely deflates sack and springs back when released. Return of filling mechanism does not depend on strength or elasticity of sack, which, therefore, expends energy to draw in the ink.
12. Lever is sufficiently long to entirely deflate the sack and assure a full ink supply.
13. Rubber section conveniently shaped to fit the fingers when writing.
14. Special comb feed assures instant flow of ink without skipping or flooding.
15. Points of solid 14K gold, alloyed and shaped in our own factory.
16. Points tipped with special iridium — hardest known metal. Iridium is fused on the gold tip and ground to a smooth writing ball point by our own jewel grinders.
17. Distinctive shape of the ring in all Sheaffer ring pens is designed for the purpose of permitting the ring to be fastened in the split ring of any loose-leaf binder.



All Sheaffer Pens are guaranteed against any defects or flaws of materials and construction.



46 Special

A specially constructed pen for all general use, made of either black or bright coral Radite. This coral pen meets the demands of the trade and the public for a pen of this particular color, and the black pen furnishes the same superior quality with a more conservative appearance.

All 46 Special pens are equipped with yellow gold filled bands, clips and levers.

All these models in either black or coral carry a specially made semi-manifold nib, a nib stiff enough to be used for copying and at the same time with sufficient flexibility for shaded writing. If required, flexible nibs can also be furnished. Fine, medium, coarse, extra fine, posting or stub points.



R46C \$5.00 Coral
(Ebora)
46C \$5.00 Black
(Dasot)



R46SR \$5.00 Coral
(Elman)
46SR \$5.00 Black
(Dimar)



R46SC \$5.00 Coral
(Edant)
46SC \$5.00 Black
(Derub)

Skrip will not clog, gum or bronze the nib of a fountain pen.

Secretary



A brilliant, cherry red pen of Radite, built to furnish a full grasp for the hand and stand up under excessive writing use.

The most beautiful shade of brilliant crimson possible to capture and confine in a pen; bright and glowing as a radiant dawn—a pen that sells on sight through its attractiveness and quality.

The nibs are the special Sheaffer Secretary size, made either flexible or semi-manifold and furnished fine, medium, coarse, extra fine, posting or stub.



RTSC \$7.00
(Fekul)



RTSR \$7.00
(Faper)



R Sec'y \$7.00
(Fibon)

Skrip will make the best pen write better.



Student's Special

The Student's Special pen was created with an idea of furnishing a quality product at as low a price possible for students. It is an ideal pen for any use where a light weight pen is needed.

The holders on this page are fitted with narrow gold filled bands, gold filled clips and levers, and the barrel and cap are chased with the distinctive Student's Special chasing.

Points are tipped with iridium and ground by hand in the Sheaffer Gold Nib Room and can be furnished in various degrees of fine, medium, coarse, extra fine, posting and stub.



22C \$3.75
(Cadom)



22SR \$3.75
(Cigar)



22SC \$3.75
(Cefud)

Skrip is the mediator between the scholar and his good works.

SHEAFFER'S

LIFETIME PEN



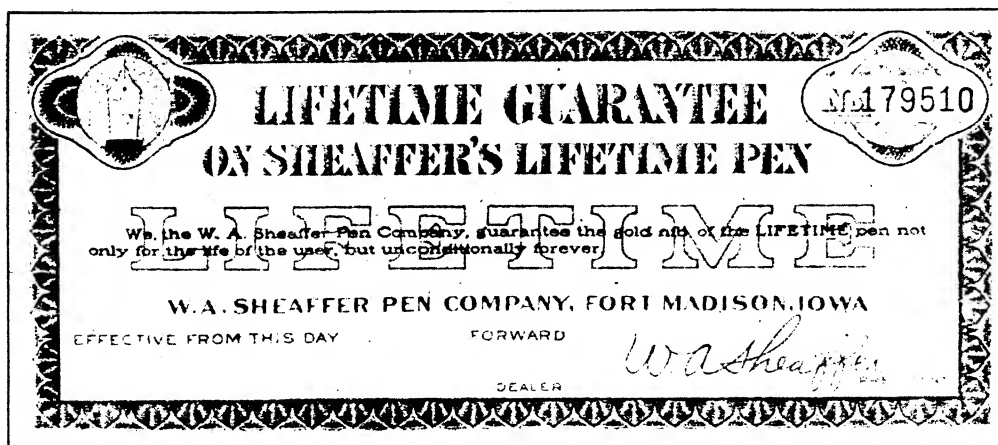
Since the first introduction of the Sheaffer Lifetime pen on the market, it has by leaps and bounds become the best known and most acceptable pen to all those who appreciate fine writing instruments.

There is no indefinite or implied guarantee on the Lifetime pen, for besides the guarantee against defects of construction and material, the entire nib is unconditionally guaranteed for life against anything that can happen except total and permanent loss.

The large, well balanced pen fits the hand perfectly affording an easy grip for the fingers and allows unlimited writing without tiring or cramping.

The nib is made in its entirety, from raw gold to the completed point, in Sheaffer laboratories. Rolled, stamped, raised, slit and ground by expert lapidarians, this nib passes through severe inspections at every stage of its construction. The writing point is a perfect ball of iridium.

The white dot in the cap of all Lifetime pens, or in the end of the barrel of Lifetime pens with rings, is the distinctive trade mark of the pen. Wherever you see a white dot in the end of a pen, you will know it is a Sheaffer Lifetime.



A Bond guaranteeing perpetual usefulness
and perfect service with every Lifetime sold.

Each of the thirteen models of Lifetime pens are made of Jet Radite (unchased), Jade Radite (unchased) and black rubber with the ribbon-line chasing. The all metal Lifetime pen is made either green gold filled or solid 14K green gold.



Lifetime Pens

The Lifetime pens shown below are equipped with one-eighth inch gold filled bands with gold filled clips, or rings, and levers.

The model 8C is the full sized Lifetime pen while those pens with the numbers preceded by the letter "T" are thinner models.

The No. 84 pen is a thinner model than the regular Lifetime pens with the point raised to a smaller radius. Lifetime nibs are unconditionally guaranteed for life and can be furnished fine, medium, coarse, extra fine, posting or stub. All Lifetime points will make carbon copies.



J8C \$8.75
(Jubak)

J84C \$8.75
(Jesuk)

JT8SR \$8.75
(Jefok)

JT8SC \$8.75
(Jidik)

JT8C \$8.75
(Jocek)

8C \$8.75
(Kabuj)

84C \$8.75
(Kusej)

JET RADITE, NOT CHASED

T8SR \$8.75
(Kofej)

T8SC \$8.75
(Kidij)

T8C \$8.75
(Kecoj)

BLACK RUBBER, CHASED

B8C \$8.75
(Lubar)

B84C \$8.75
(Lesur)

BT8SR \$8.75
(Lefor)

BT8SC \$8.75
(Lidir)

BT8C \$8.75
(Locer)

Scribner makes a Lifetime pen write perfectly.

Lifetime Pens



The No. 74 pens shown on this page are Lifetime pens, bearing the same guarantee as the larger pens but made especially for those who prefer smaller pens.

The model 89 is equipped with solid 14K gold clip, lever and band wide enough for engraving lengthy inscriptions or signatures.

The 78 model is a Lifetime pen with full metal barrel, green gold filled. The 788 model is the same but with solid 14K green gold. Both are matched by green gold pencils to make the sets shown on page twenty-three.



JT89C \$15.00
(Jirok)

T89C \$15.00
(Korij)

BT89C \$15.00
(Liror)

J74SC \$7.50
(Jatyk)

74SC \$7.50
(Kytaj)

B74SC \$7.50
(Latory)

JADE RADITE

J74SR \$7.50
(Jrelk)

JET RADITE, NOT CHASED

74SR \$7.50
(Klerj)

B74SR \$7.50
(Leram)

J89C \$15.00
(Jopik)

89C \$15.00
(Kipoj)

B89C \$15.00
(Lopir)

BLACK RUBBER, CHASED

78BC \$16.00
Green Gold Filled
(Lifer)

788BC \$40.00
Solid 14K Green Gold
(Longr)

A pair that always wins—Sheaffer's Skrip and Lifetime pen.



Lifetime Pens

The Lifetime Pens shown on this page are the same size as those shown on page ten but equipped with solid 14K gold bands, clips and levers. All bands on Lifetime pens on this page are one-fourth inch wide and suitable for heavy engraving.

They are furnished in the same materials, Jet Radite, Jade Radite and black rubber with the ribbon-line chasing, as those shown on pages ten and eleven and all carry the same point which is unconditionally guaranteed for life.



85C \$12.00
(Kugaj)

J85C \$12.00
(Jaguk)

B85C \$12.00
(Lagur)



T85SC \$12.00
(Kamyj)

JT85SC \$12.00
(Jymak)

BT85SC \$12.00
(Lymar)



T85SR \$12.00
(Kenuj)

JT85SR \$12.00
(Junek)

BT85SR \$12.00
(Luner)



T85C \$12.00
(Kylaj)

JT85C \$12.00
(Jatyk)

BT85C \$12.00
(Lalyr)

JET RADITE

JADE RADITE

BLACK RUBBER, CHASED

A superior pen deserves a superior writing fluid; use Sheaffer's Skrip.



Lifetime Desk Set

When a fountain pen is open and left lying on the desk, the nib quickly dries out, and when required for use again, it will not write promptly. This objection to a fountain pen for desk use has been overcome with the Sheaffer Lifetime Desk Set. The pens in these sets are regular Sheaffer Lifetime pens with holders eight and one-half inches long that fit into statuary bronze finished desk receptacles. The nib fits into an almost air-tight compartment that protects it against damage and prevents it from drying out so it will always be ready for immediate use.

Sets are sold Single or Double, but pens are not sold separately from sets.

A rapid selling and perfect product, an item for aggressive retailers who maintain outside salesmen, opening up new avenues in sales. When once used, the convenience is so clearly appreciated that they are easily sold.



D. Set—Double
(Deset)
\$20.00

- 1 2 oz. bottle Skrip—red
- 1 2 oz. bottle Skrip—blue
- 1 Double Receptacle
- 1 No. 84 Lifetime Desk Pen—red
- 1 No. 84 Lifetime Desk Pen—black

S. Set—Single
(Dones)
\$10.00

- 1 2 oz. bottle Skrip—blue
- 1 Single Receptacle
- 1 No. 84 Lifetime Desk pen—black

Each set packed in attractive box.



Regular Line

All the pens of the Regular Sheaffer Line are decorated with the distinctive Sheaffer chasing, an exclusive Sheaffer design of originality and distinctive attractiveness.

The pens on this page are equipped with nickel clips and levers, but the ring on the 20SR and on the 20M Chat are gold filled material.

The points are 14K gold, tipped with iridium, raised, formed and ground by the exacting Sheaffer process, which produces a pen of incomparable fineness and writing quality. Points are furnished in the following degrees: fine, medium, coarse, extra fine, posting, stub and manifold. Manifold points add 50c to the list price.



20C \$2.75
(Abdac)



20SR \$2.75
(Afton)



20S \$2.75—(No Clip)
(Advis)



20SC \$2.75
(Acden)



20M \$2.50
(Aklur)



20M Chat \$3.50
(Brach)

Use Sheaffer's Skrip and avoid fountain pen repairs

Regular Line



The same distinctive design and quality of merchandise as the No. 20 shown on the opposite page, but enhanced in value by the addition of gold filled clips, levers, rings, and wide bands.

The addition of this gold filled equipment creates a greater variety of styles for display and sale that offers the most exacting purchaser an excellent choice.

The same famous Sheaffer No. 2 nib and patented lever filler is used on this entire line and nibs can be furnished extra fine, fine, medium, coarse, stub or manifold. Manifold nibs add 50c to the list price.



20 1/2 M Chat \$4.00
(Bogis)



20 1/2 SC \$4.00
(Bedul)



20 1/2 SR \$3.25
(Bifoc)



20 1/2 C \$4.00
(Bacra)



20 1 C \$4.50
(Bulad)

Skrip, the perfect fluid for perfect pens.



Ebony Line

A perfectly made pen of ebon hued rubber for those who desire a distinctive and conservative pen of unusually high grade.

The lack of any chasing or ornament of any kind except the solid 14K gold bands lends an air of refinement and distinction to the Ebony line. The band on the 29 is three-eighths inch and on the 29½ one-fourth inch; all clips and levers are solid 14K yellow gold.

The points are size No. 2, ideally suited for those who demand flexibility and satin smoothness. Points are furnished extra fine, fine, medium, coarse, posting, stub and manifold.



29C \$8.00
(Geben)



29½MR \$7.00
(Goren)



29MC \$6.50
(Geden)



29¼C \$7.00
(Gimen)

Scrib is made and recommended only for fountain pens.

SHEAFFER'S

ALL METAL PEN



In presenting this all metal pen to the trade, great care has been taken to eliminate those designs and chasings that have too limited a sale to make them profitable to carry.

No expense has been spared to make the all metal line superior in construction and the finest on the market.

The threads on the inside of the cap are of sterling silver; the covering of the section is gold filled with sterling silver. Seven different materials are used in the manufacture of these pens. Each has been carefully selected for the part it makes up. The pen is well balanced and not heavy, for the lightest and strongest materials are used. Each pen is equipped with the regular Sheaffer flexible nib and the patented lever filling device.

In the Sheaffer all metal pen, the ink would ordinarily come in contact with nothing but rubber and gold, but if through carelessness the cap is not screwed down tightly and the ink flows over the sack or inner threads, it will come in contact only with the sterling silver threads and sleeves which is, for all practical purposes, not corrosive.

These pens are made in three lengths—long, midget and pigmy. Midget and pigmy sizes have ring tassels only, while long models are made only with clips. The pens can be identified by the following identification numbers and letters:

- | | |
|--------------------------------|--------------------------|
| 27 —Sterling. | "B"—Ribbon Line. |
| 23 —Yellow gold filled. | "E"—Checked ribbon. |
| 18 —Thin green gold filled. | "H"—Craig style chasing. |
| 28 —Regular green gold filled. | "L"—Hand turned. |
| 288—Solid green gold, regular. | "N"—Brocaded. |
| 188—Solid green gold, thin. | "T"—Chain design. |
| "O"—Patrician. | "U"—Barleycorn. |

Each pen illustrated is matched by a pencil of the same material and design to make Giftie Sets which are packed attractively and are ideal gifts for all occasions. See page twenty-three.



A variety of finishes is shown in the pens listed on this page — sterling, yellow gold filled, green gold filled and solid gold. The ribbon-line chasing has proven unusually attractive and is popular in all styles and materials. The Barleycorn "U" chasing is an unusual design.

All pens shown on this page can be matched with Sheaffer pencils to make attractive Giftie Sets.

Points in the midget pens are No. 1 size; in the No. 18 pens are No. 2 midget size; in all others is the regular No. 2 size and can be furnished in fine, extra fine, medium and coarse.



27BC \$6.00

Sterling
(Habla)
23BC \$6.50
Yellow Gold Filled
(Hecla)

28BC \$7.00
Green Gold Filled
(Hidla)

288BC \$35.00
Solid Green Gold
(Hofla)



27BM \$5.00

Sterling
(Hugla)
23BM \$5.50
Yellow Gold Filled
(Hakra)

28BM \$6.00
Green Gold Filled
(Habra)



18BC \$6.00
Green Gold Filled
(Himra)



18BM \$5.00
Green Gold Filled
(Honra)

188BM \$18.00
Solid Green Gold
(Hupra)



28UC \$8.50
Green Gold Filled
(Nabac)



28UM \$7.50
Green Gold Filled
(Necac)

Give your pen a drink of Skrip.



Like all Sheaffer metal pens, these pens are perfect pieces of artistic jewelry as well as dependable writing instruments.

The distinctive chasings and patterns are exclusive features of the Sheaffer line, and all are matched with Sheaffer "Propel-Repel-Expel" pencils to make attractive Giftie Sets.

Points in the midget pens are No. 1 size; in the No. 18 pens are No. 2 midget size; in all others is the regular No. 2 size and can be furnished in fine, extra fine, medium and coarse.



280M \$7.50
Green Gold Filled
(Nylac)



280C \$8.75
Green Gold Filled
(Nidac)



18WM \$6.00
Green Gold Filled
(Nimac)



18WC \$7.00
Green Gold Filled
(Nemac)



28WM \$7.50
Green Gold Filled
(Nylac)



28WC \$8.50
Green Gold Filled
(Nugac)

Use Skrip for fine lines.



The Chain design "T" and the Brocaded "N" pattern shown on this page are distinctive Sheaffer patterns of unusual class and exclusiveness.

These designs are offered in green gold filled, and the "N" design is also furnished in solid green gold, for those who appreciate not only quality of merchandise but unusually artistic decoration.

Pens are all matched with pencils to make Giftie Sets and can be furnished with points fine, extra fine, medium and coarse.



28TC \$7.50
Green Gold Filled
(Muger)



28TM \$6.50
Green Gold Filled
(Mylar)



28NC ¹⁷⁵⁰ ~~\$6.50~~
Green Gold Filled
(Makar)
288NC \$38.00
Solid Green Gold
(Momer)



28NM \$6.50
Green Gold Filled
(Miner)



18NM \$5.50
Green Gold Filled
(Murer)
188NM \$19.00
Solid Green Gold
(Myter)



18NC \$6.50
Green Gold Filled
(Moper)

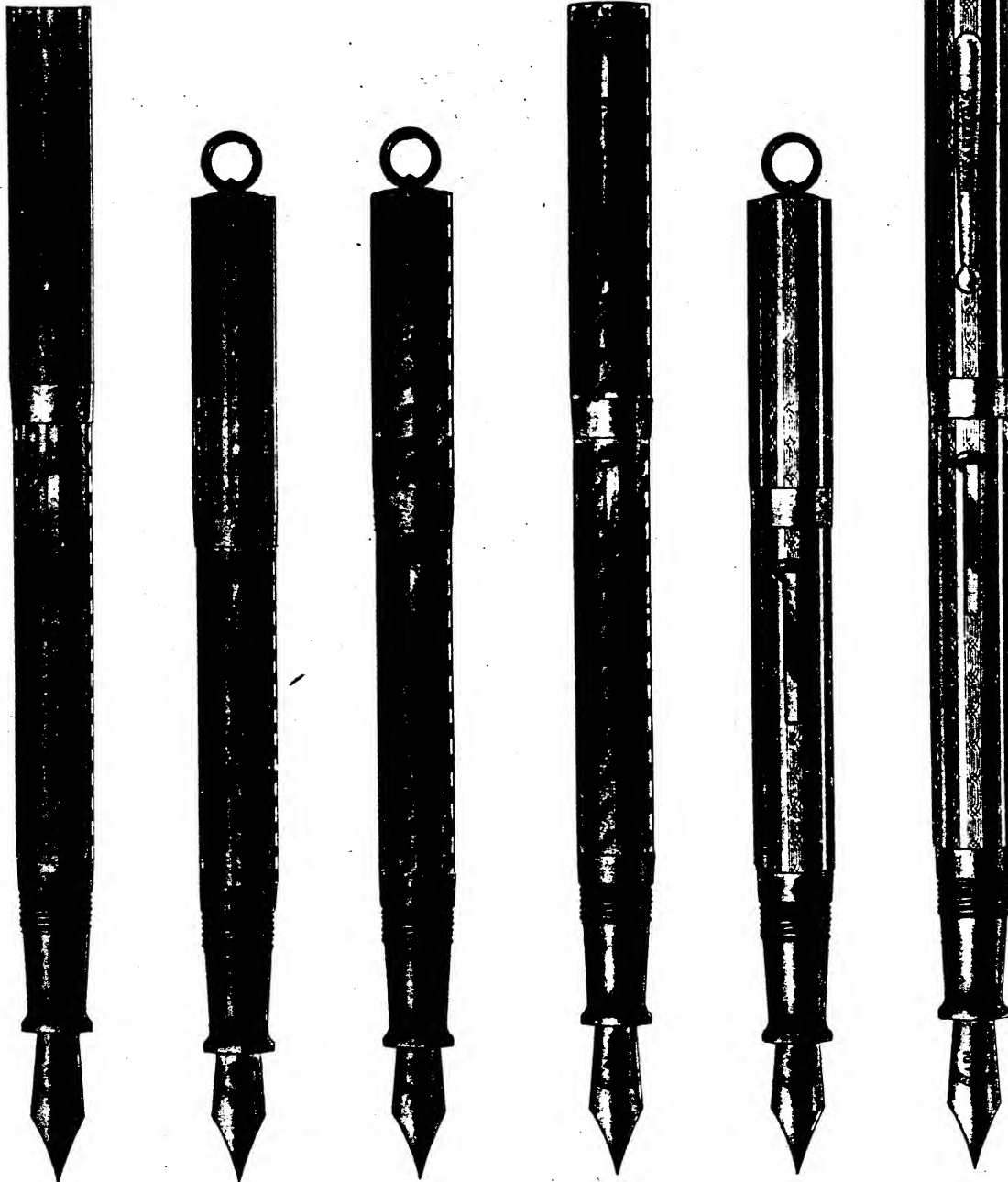
To insure writing satisfaction, use Sheaffer's Skrip.



The Checkered Ribbon design shown on this page is one of the most popular designs for both pens and pencils. The Craig style and Hand-turned chasings add to the beauty and attractive value of an already perfect product.

The "L" design is furnished in both gold filled and solid green gold, offering a pen of permanence and perfection which is demanded of a pen if it is a high grade piece of jewelry.

The pens are matched with Sheaffer pencils and packed in attractive boxes as Giftie Sets for all occasions.



23EC \$6.50
Yellow Gold Filled
(Mider)

23EM \$5.50
Yellow Gold Filled
(Mober)

23HM \$5.00
Yellow Gold Filled
(Meocer)

23HC \$6.00
Yellow Gold Filled
(Maber)

28LM \$9.00
Green Gold Filled
(Narac)
188LM \$19.00
Solid Green Gold
(Thin Model)
(Nytac)

28LC \$10.00
Green Gold Filled
(Nakac)
288LC \$38.00
Solid Green Gold
(Nopac)

Good pens write even better with Skrip.



SHEAFFER'S

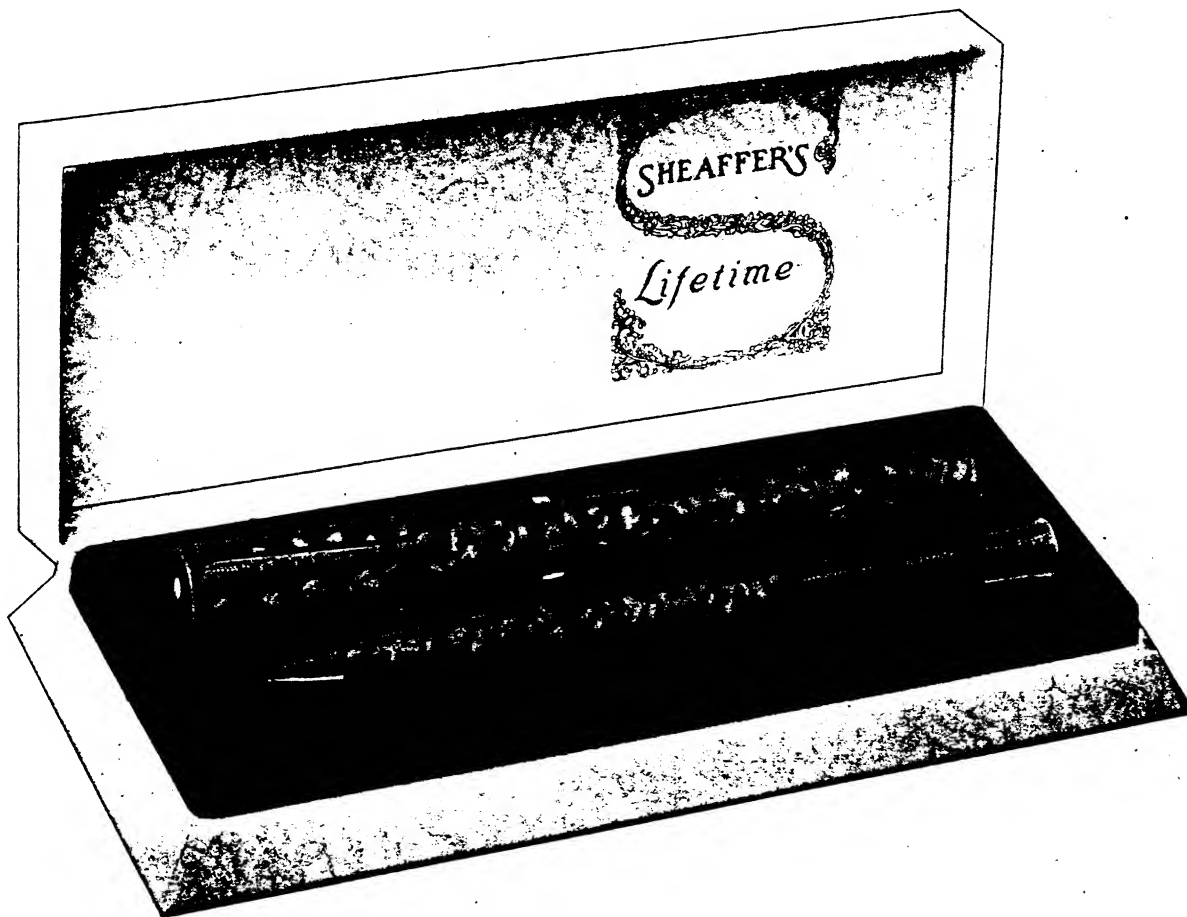
GIFTIE SETS

An individual blue packing box is furnished with every pen or pencil sold with the exception of Giftie Sets and higher priced pens or pencils which are furnished in a more attractive and expensive box.

A plush lined, leather box is furnished with solid gold pens, pencils and Giftie Sets. Lifetime sets are packed in boxes as illustrated below.

This attractive packing reflects the appearance and quality of the merchandise and enhances the attraction value, at the same time, increasing the sales possibilities.

Boxes are furnished without extra charge with orders for sets, or they can be furnished at a moderate price if purchased separately.



Regular Giftie and full mount boxes are \$1.00 each, ~~net~~

Leather boxes, single or double, list at \$2.00 each. This price is subject to regular discount.

Merchandise properly displayed is half sold, and a display of Sheaffer pens and pencils in such attractive surroundings as the boxes supplied with Giftie Sets, increases the sales possibilities of the product.

Giftie Sets



Pen No.	Page No.	Pencil No.	Page No.	Set No.	Code	Price
23HM	21	CHM	29	JM2	Sazax	\$ 8.50
23HC	21	CHSC	29	J2	Sayez	10.00
27BM	18	BBM	27	KM3	Saxif	8.00
23BM	18	CBM	27	JM3	Sewol	9.00
28BM	18	GBM	27	HM3	Sevur	9.50
27BC	18	BBSC	27	K3	Setht	9.50
23BC	18	CBSC	27	J3	Siska	10.50
28BC	18	GBSC	27	H3	Sirly	11.00
288BC	18	DBSC	27	D3	Sipmo	52.00
18BM	18	GBM	27	THM3	Sonda	8.50
188BM	18	DBM	27	TDM3	Somal	30.00
18BC	18	GBSC	27	TH3	Solts	10.00
23EM	21	CEM	34	JM4	Sukne	9.00
23EC	21	CESC	34	J4	Sujen	10.50
28TM	20	GTM	29	HM6	Suges	10.50
28TC	20	GTSC	29	H6	Shawe	12.00
18NM	20	GNM	33	THM9	Sherp	9.50
188NM	20	DNM	33	TDM9	Shrad	32.00
18NC	20	GNSC	33	TH9	Skill	11.00
28NM	20	GNM	33	HM9	Skone	10.50
28NC	20	GNSC	33	H9	Skums	12.00
288NC	20	DNSC	33	D9	Slylo	57.00
28UM	18	GUM	32	HM8	Slabs	12.50
28UC	18	GUSC	32	H8	Sledt	14.00
28OM	19	GOM	32	HM10	Smile	12.50
28OC	19	GOSC	32	H10	Smota	14.00
18WM	19	GWM	34	THM13	Smudge	11.00
18WC	19	GWSC	34	TH13	Snail	12.50
28WM	19	GWM	34	HM13	Sneer	12.50
28WC	19	GWSC	34	H13	Snipt	14.00
188LM	21	DLM	33	TDM11	Sprin	32.00
28LM	21	GLM	33	HM11	Splas	14.50
28LC	21	GLSC	33	H11	Stabl	16.00
288LC	21	DLSC	33	D11	Steed	57.00
78BC	11	GBSC	27	LH3	Swish	20.00
788BC	11	DBSC	27	LD3	Swoke	57.00



SHEAFFER'S PENCIL

The guarantee on the Sheaffer pencil is not a guarantee of implied perfection but is positive and definite, covering all the separate parts of the pencil, guaranteeing them unconditionally against imperfections or defects of material or construction. If, at any time, the pencil proves defective, it is to be returned to the factory and will be replaced without charge, providing the pencil does not show the results of misuse or abuse.



The points of superiority of this product are as follows:

1. Patented bell-shaped cap, light weight, neat design; not easily dented or mashed like a heavy, bulging cap.
2. Clip is firmly clinched through the barrel of pencil; no solder used in mechanism or barrel.
3. Spring clip shank of spring optical metal that retains its "spring" and holds firmly.
4. Ball clip tip holds firmly to any cloth. Easy to slip over edge of pocket and holds tightly without tearing or wearing the cloth.
5. Easily accessible lead magazine that holds a generous supply of leads.
6. Renewable eraser conveniently placed under the cap in the end of lead magazine.
7. Barrel of seamless drawn tubing—strong and not easily dented.
8. Drive shaft of pencil is light weight but durable tube—no threads to strip or wear out.
9. Fibre friction washer holds entire mechanism always firm so lead does not slip back.
10. Propel spiral screw, cut from solid brass rod, assures smooth operation of pencil and great strength.
11. Friction block, inserted under thirty pounds pressure, and seated without the use of solder. No solder used in the entire barrel.
12. Carrier of non-corrosive spring metal, will take indelible lead or crayon without rusting, springs into shape after using oversize leads and easily holds smaller leads.
13. Waspalumin push rod propelled by propel screw, drives through carrier and expels the last particle of unused lead. Clears tip so it cannot jam or clog.
14. Tip of same metal as barrel of pencil except the Jet, red and Jade pencils, the barrels are made of Radite. Improved appearance and will take oversize leads without jamming or clogging.



Jade Radite pencils, perfect partners for Jade pens, are finished in the same design and style of barrel as the Jade Radite pen and affords a sales value not found in any other similar product.

All are furnished with gold filled caps, clips and tips, and regular sizes are also finished with solid 14K gold equipment to match the pens similarly equipped.

These pencils, like all other Sheaffer pencils are fully equipped with lead magazines, renewable erasers and "Propel-Repel-Expel" mechanisms.



JAC \$3.75
JJC \$10.00
(14K Gold)



JASC \$3.75
JJSC \$10.00
(14K Gold)



JASR \$3.75
JJSR \$10.00
(14K Gold)



SJC \$4.25

Sheaffer leads fit all thin lead mechanical pencils.



The unchased models of pencils shown on this page are in constant demand where a plain, low priced pencil is preferred, made in silmi, a white composition metal, yellow gold filled and sterling silver. Like all the rest of the line of Sheaffer pencils, each is equipped with lead magazine and eraser and covered by the Sheaffer guarantee.



AA \$1.00
(Silmi)
BA \$3.00
Sterling
CA \$3.50
Yellow Gold Filled



AASC \$1.00
(Silmi)
BASC \$3.00
Sterling
CASC \$3.50
Yellow Gold Filled



AASR \$1.00
(Silmi)



AAM \$1.00
(Silmi)
BAM \$2.50
Sterling
CAM \$3.00
Yellow Gold Filled

Use Sheaffer leads in Sheaffer pencils.



The model BB pencil illustrated here displays the neat Ribbon-line chasing so much in demand in all finishes. Sterling silver, yellow gold filled, green gold filled and solid green gold furnish a variety from which a selection can be made.

The model AB pencil is a nickel product with a neat chasing, furnishing a product at a popular price.

Like all other Sheaffer pencils, they are equipped with the ball clip, firmly fastened to the barrel, and have the distinctive Sheaffer bell-shaped cap.



BB \$3.50
Sterling
CB \$4.00
Yellow Gold Filled
GB \$4.00
Green Gold Filled
DB \$18.00
Solid Gold

BBSC \$3.50
Sterling
CBSC \$4.00
Yellow Gold Filled
GBSC \$4.00
Green Gold Filled
DBSC \$17.00
Solid Gold

BBM \$3.00
Sterling
CBM \$5.50
Yellow Gold Filled
GBM \$5.50
Green Gold Filled
DBM \$12.00
Solid Gold

ABM \$1.50
Nickel

ABSC \$1.50
Nickel

AB \$1.50
Nickel

No grit in Sheaffer leads.



The pencils illustrated on this page are created to match exactly in color and material the 46 Special pens on page six.

These pencils are of Radite in the beautiful coral red shade, fully equipped with the regular Sheaffer mechanism, lead magazine and eraser complete.

Each pencil has yellow gold filled cap, clip and tip.



OAC \$3.25



OASC \$3.25



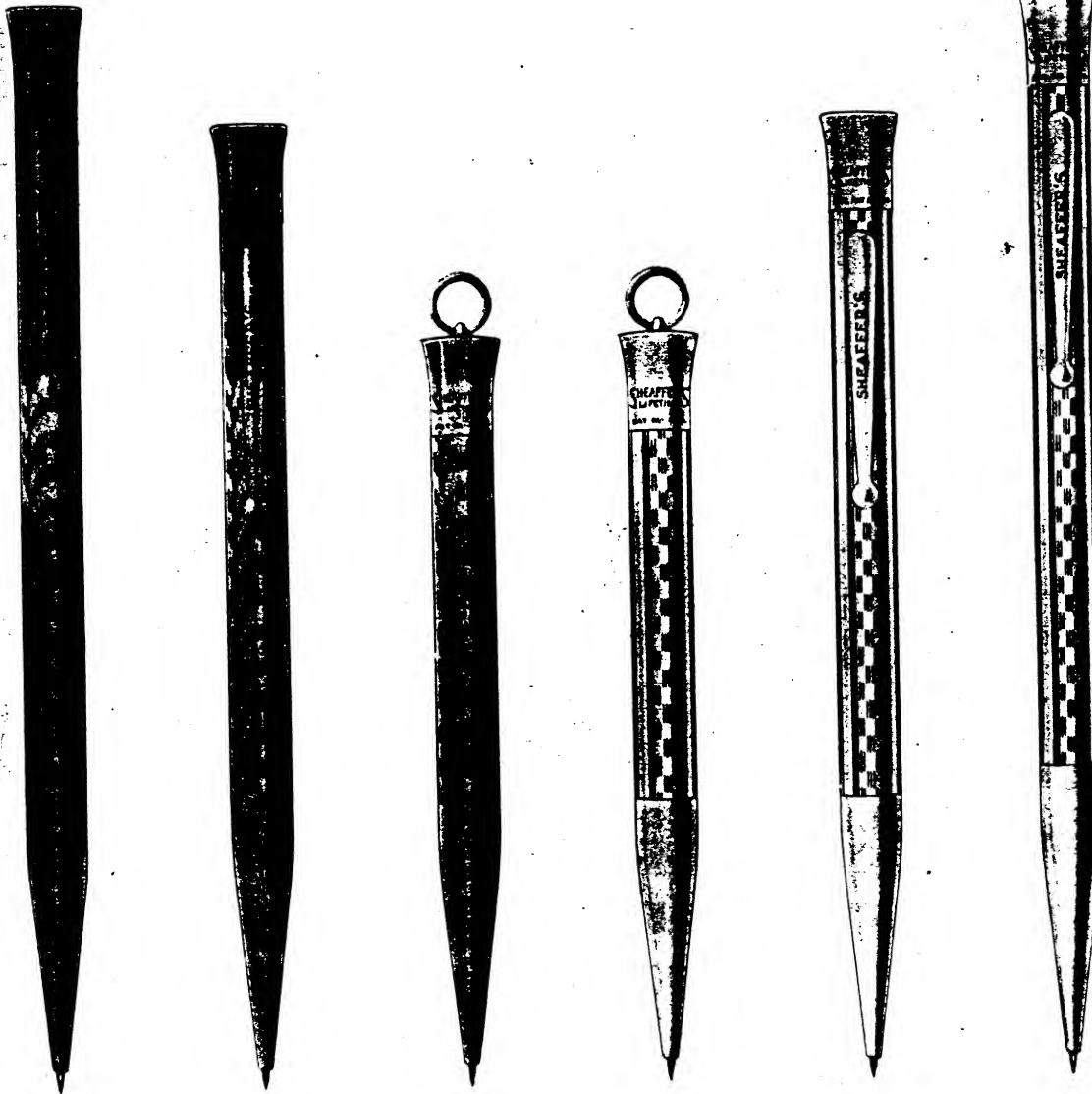
OASR \$3.25

Colored leads are convenient in colored pencils.



The CH pencil displayed here is made only in yellow gold filled and, at the price, is one of the best selling and most attractive pencils in the line.

The GT pencil is a green gold filled product. The tip of these pencils cannot clog or jam, for, like all other Sheaffer pencils, the tip is cleared by a steel push rod when the final bit of lead is expelled.



CH \$4.00	CHSC \$4.00	CHM \$3.50	GTM \$4.00	GTSC \$4.50	GT \$4.50
Yellow Gold Filled	Yellow Gold Filled	Yellow Gold Filled	Green Gold Filled	Green Gold Filled	Green Gold Filled

Sheaffer Leads in all popular degrees of hardness.



Here are pencils of distinction to match the Secretary pen on page seven, all with Radite barrels and gold filled caps, clips and tips.

The oversized pencil is perfectly balanced and affords a comfortable grip for the fingers—a high grade writing instrument.



SRC \$3.75



RASC \$3.25



RASR \$3.25

*Small unit sale, rapid turn-over and
big profits on Sheaffer leads.*



The Jet Radite pencils shown on this page are designed to match Radite pens in black on pages ten, eleven and twelve. The barrels are of Radite, shining and lustrous in their permanent ebony hue.

The oversized pencil meets the demands of the public who desire a large pencil of the same proportionate size as the larger pen. All caps, clips and tips are gold filled, and the regular size pencils can be furnished also with solid 14K gold equipment to match the solid gold equipped Lifetime pen.



LAC \$3.25
LLC \$10.00
(14K Gold)



LASR \$3.25
LLSR \$10.00
(14K Gold)



LASC \$3.25
LLSC \$10.00
(14K Gold)



SLC \$3.75

Sheaffer leads are waxed to insure strength and smoothness.



The designs illustrated here match perfectly the designs of the pens shown on pages eighteen and nineteen. These pencils are made only in green gold filled and in varied lengths that are most in demand. The popular price and distinctive chasing make these models leaders of the line.



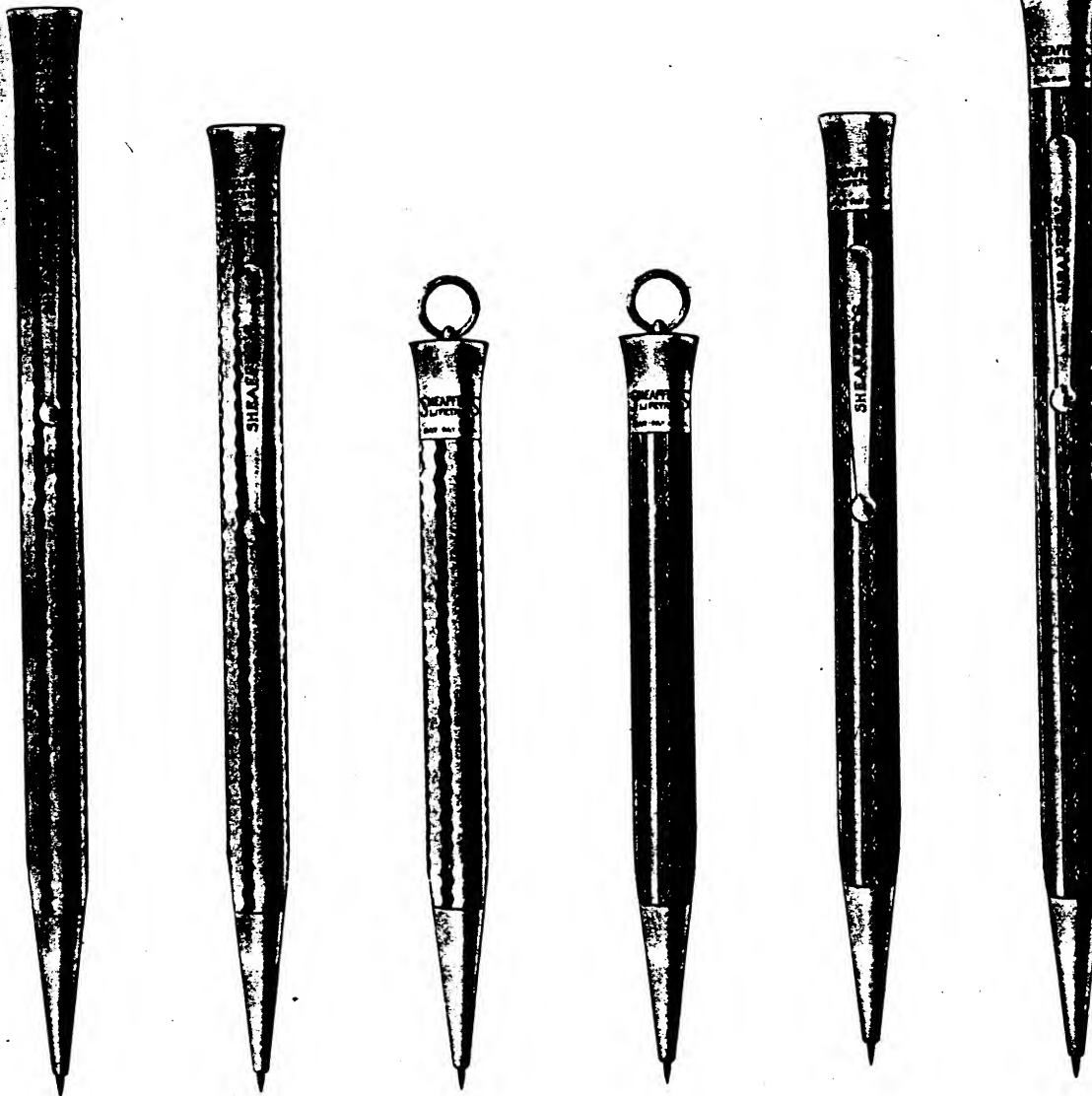
GU \$5.50 Green Gold Filled GUSC \$5.50 Green Gold Filled GUM \$5.00 Green Gold Filled GOM \$5.00 Green Gold Filled GOSC \$5.50 Green Gold Filled GO \$5.00 Green Gold Filled

Sheaffer leads are superior and more economical.



If quality merchandise of high grade material is required, these pencils can be furnished in green gold filled or solid gold. The attractive chasings are matched by pens shown on pages twenty and twenty-one.

The sets are attractively packed to greatly enhance the appearance of the merchandise and increase the sale.



GN \$4.50
Green Gold Filled
DN \$20.00
Solid Gold

GNSC \$4.50
Green Gold Filled
DNSC \$19.00
Solid Gold

GNM \$4.00
Green Gold Filled
DNM \$13.00
Solid Gold

GLM \$5.50
Green Gold Filled
DLM \$15.00
Solid Gold

GLSC \$6.00
Green Gold Filled
DLSC \$19.00
Solid Gold

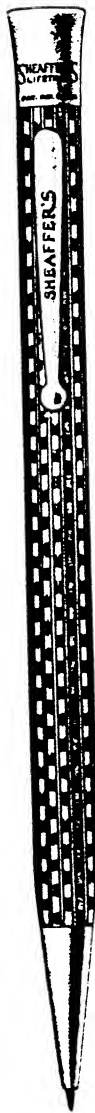
GL \$6.00
Green Gold Filled
DL \$20.00
Solid Gold

Use Sheaffer leads for smooth writing.



The "W" design is made only in green gold filled and only in shorter models to match the pens illustrated on page nineteen. These are among the most popular and fast selling of all Sheaffer Giftie Sets. The "E" design in either silver filled or yellow gold filled is as distinctive as it is attractive.

These pencils, like all Sheaffer pencils, have the regular "Propel-Repel-Expel" mechanism and the refinement of finish identified with all Sheaffer products.



EE \$2.00
Silver Filled
CE \$4.00
Yellow Gold Filled



EESC \$2.00
Silver Filled
CESC \$4.00
Yellow Gold Filled



EEM \$2.00
Silver Filled
CEM \$3.50
Yellow Gold Filled



GWM \$5.00
Green Gold Filled



GWSC \$5.50
Green Gold Filled

Sheaffer leads in black, indelible, red and blue fit all Sheaffer pencils.

SKRIP

The Successor to Ink



Skrip is a clean, clear writing fluid, made and recommended only for fountain pen use. The majority of repairs on fountain pens are the result of gumming and clogging from the use of inferior inks. Skrip flows evenly without flooding and will not deposit a bronze scale on the point of the pen.

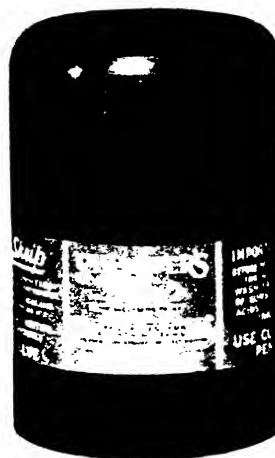
Skrip does not dry on the fountain pen as readily as acid or tannin inks, yet it is of a quality that it penetrates the fibres of the paper more rapidly and requires less blotting.

All two and four ounce bottles are packed in attractive, colored display cartons which lend to the attractiveness of the merchandise and are ideally adapted to window, counter and shelf display.

Skrip Prices

Size	List per doz.	Amount in case	Shipping Weights (Per case)
2 ounce	\$ 2.00	3 doz.	16 pounds
4 ounce	3.25	2 doz.	18 pounds
½ pint	6.00	1 doz.	15 pounds
1 pint	11.50	1 doz.	25 pounds
1 quart	21.00	1 doz.	46 pounds
1 gallon	72.00	1 bottle	13 pounds

5 gallons or more, in kegs, \$2.00 per gallon net.
Travelers' cases list \$4.20 per dozen.



Colors

Colors of Skrip are red, blue, green, violet and black. The standard sizes are two ounce and four ounce, half pint, one pint, one quart, five gallon kegs and two ounce Travelers' Case.



Travelers' Cases

Travelers' cases are neat, wooden boxes with screw tops that hold a two ounce bottle of Skrip, permitting the transportation of Skrip without danger of breaking and allowing always a satisfactory writing fluid on hand that will not harm the pen. Bottles and cases are separate so that a refill can be secured by merely purchasing a new two ounce bottle without the necessity of buying a whole new case. An item in constant demand by travelers, students and wherever a pen fluid is to be transported.

Assortment A

6 Doz. 2 oz.	\$12.00
6 Doz. 4 oz.	19.50
1-6 Doz. ½ pint	1.00
1-6 Doz. 1 pint	1.92
1-6 Doz. 1 quart	3.50
1-2 Doz. Travelers	2.10

List.....\$40.02
Less 50 per cent..... 20.01

Net.....\$20.01

Assortment B

12 Doz. 2 oz.	\$24.00
6 Doz. 4 oz.	19.50

List.....\$43.50
Less 50 per cent..... 21.75

Net.....\$21.75

Full freight allowance on assortments of Skrip weighing 100 lbs. or more; colors of any selection. Either of these assortments will weight 100 lbs.



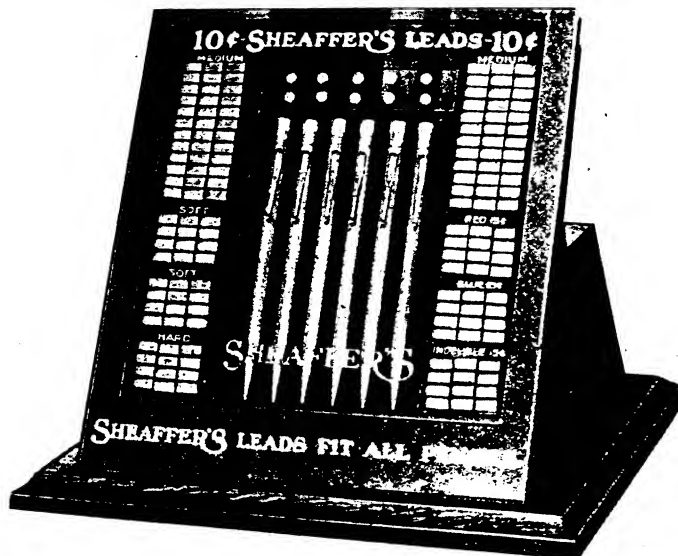
Sheaffer Leads

All Sheaffer leads are waxed to insure strength and writing smoothness. This fact can be tested by holding one of the leads over a flame, and you will note the wax is softened and will run down the pencil.

All boxes of black leads contain twelve sticks and list at 10c per box; purple, indelible leads are packed twelve sticks in a box and list at 15c; red and blue leads are much more expensive and are packed eight sticks in a box at 15c. This affords a suitable unit sale on a product of this kind at a reasonable price in comparison to other leads on the market.

On assortments of pencils, leads and erasers listed below, we will furnish to dealers, without charge, a beautiful, substantial display case, made of glass and with mahogany finish. This case is the ideal method of displaying the product and will greatly increase the sales of leads and erasers. None but the assortments below can be used; no variations can be made, and cases will not be furnished without these assortments.

Erasers in metal cups are packed three in a box at 10c list, per box, or 5c each.



Assortment No. 1

1	Beautiful, substantial display case made of glass and mahogany finished wood, strictly of high quality throughout.....	FREE
1	Gross Sheaffer's Blue Label Leads, assorted as follows:	
	48 Boxes Medium grade black leads at 10c ea.....	\$ 4.80
	12 boxes Hard grade black leads at 10c ea.....	1.20
	24 boxes Soft grade black leads at 10c ea.....	2.40
	12 boxes Indelible purple leads at 15c ea.....	1.80
	24 boxes Red leads at 15c ea.....	3.60
	24 boxes Blue Leads at 15c ea.....	3.60
4	AA Pencils at \$1.00 each.....	4.00
2	AA SC Pencils at \$1.00 each.....	2.00
2	AAM Pencils at \$1.00 each.....	2.00
1	GBS Pencil at \$4.00 each.....	4.00
1	CES Pencil at \$4.00 each.....	4.00
1	CBM Pencil at \$3.50 each.....	3.50
1	CHSC Pencil at \$4.00 each.....	4.00
10	Boxes erasers at 10c each.....	1.00
	This assortment retails at.....	\$41.90
	Net price.....	\$25.00

Assortment No. 2

1	Beautiful, substantial display case made of glass and mahogany finished wood, strictly of high quality throughout.....	FREE
2	Gross Sheaffer's Blue Label Leads, assorted as follows:	
	96 boxes Medium grade black leads at 10c each.....	\$ 9.60
	24 boxes Hard grade black leads at 10c each.....	2.40
	48 boxes Soft grade black leads at 10c each.....	4.80
	24 boxes Indelible purple leads at 15c each.....	3.60
	48 boxes Red leads at 15c each.....	7.20
	48 boxes Blue leads at 15c each.....	7.20
10	Boxes erasers at 10c each.....	1.00

Cases are furnished in plate glass and birch mahogany. The base is 10 x 8 inches. The case stands 12 inches high and weighs, empty, 5 1/4 lbs. Merchandise on display is removed only from the back of the cabinet, and in a special compartment is sufficient room for a surplus stock. An attractive and sales producing display that is proof against petty theft.

4	AA Pencils at \$1.00 each.....	4.00
1	AASR Pencil at \$1.00 each.....	1.00
1	AAM Pencil at \$1.00 each.....	1.00
	This assortment retails at.....	\$41.80
	Net price.....	25.00

Assortment No. 3

1	Beautiful, substantial display case made of glass and mahogany finished wood, strictly of high quality throughout.....	FREE
1	Gross Sheaffer's Blue Label Leads, assorted as follows:	
	72 boxes Medium grade black leads at 10c each.....	\$ 7.20
	12 boxes Hard grade black leads at 10c each.....	1.20
	48 boxes Soft grade black leads at 10c each.....	4.80
	12 boxes Indelible purple leads at 15c each.....	1.80
4	AA Pencils at \$1.00 each.....	4.00
2	AA SC Pencils at \$1.00 each.....	2.00
2	AAM Pencils at \$1.00 each.....	2.00
1	GBS Pencil at \$4.00 each.....	4.00
1	CES Pencil at \$4.00 each.....	4.00
1	CBM Pencil at \$3.50 each.....	3.50
1	CHSC Pencil at \$4.00 each.....	4.00
1	BAM Pencil at \$2.50 each.....	2.50
10	Boxes erasers at 10c each.....	1.00
	This assortment retails at.....	\$42.00
	Net price.....	25.00

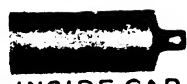
Repair Parts



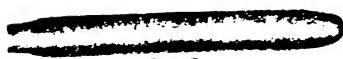
BARREL



CAP



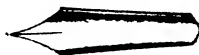
INSIDE CAP



SAC



SECTION



NIB



FEED



CLIP

Pen Parts Price List

When a new gold pen or any repairs are needed, send the complete pen so the new parts can be properly fitted together.

Mark your name and address plainly on the package so that we can identify it with your letter of instructions. If you desire the package returned by Registered Mail, enclose additional stamps. Empty the pen before mailing.

Holder Parts								No.	Gold Pens Each	Allowance Old Pens On New	
Catalog No.	Feed Bar	Pen Section	Cap	Barrel	Lever	Pressure Bar	Ink Reservoir			No.	Each
20.....	\$0.30	\$0.40	\$0.30	\$0.75	\$0.30	\$0.40	\$0.15	1	\$1.25	1	\$0.20
22 Special	.30	.40	.30	.75	.50	.40	.15	2	1.25	2	.20
46 Special	.35	.50	.40	1.15	.50	.40	.15	22	1.25	22	.20
Secretary..	.40	.70	.50	2.00	.50	.40	.15	46	2.00	46	.40
Lifetime....	.40	.70	.50	2.00	.50	.40	.15	Sec.	3.75	Sec.	.80
20½.....	.30	.40	.80	.75	.50	.40	.15	8	3.75	8	.80
201-20MC	.30	.40	1.30	.75	.50	.40	.15	Flex.			

These prices do not apply on Gold or Silver mounted Barrels.

Gold pens can be repointed or straightened for 50c each. Repointed pens cannot be warranted to wear as well nor have the same quality of point and flexibility as new ones. We do not guarantee repointed pens. We do not recommend repointing pens smaller than No. 5. Manifold points are 50c extra.

List prices on clips; Nickel, 25c; gold filled, \$1.00; solid 14K gold, \$2.00.

Pencil Parts Price List

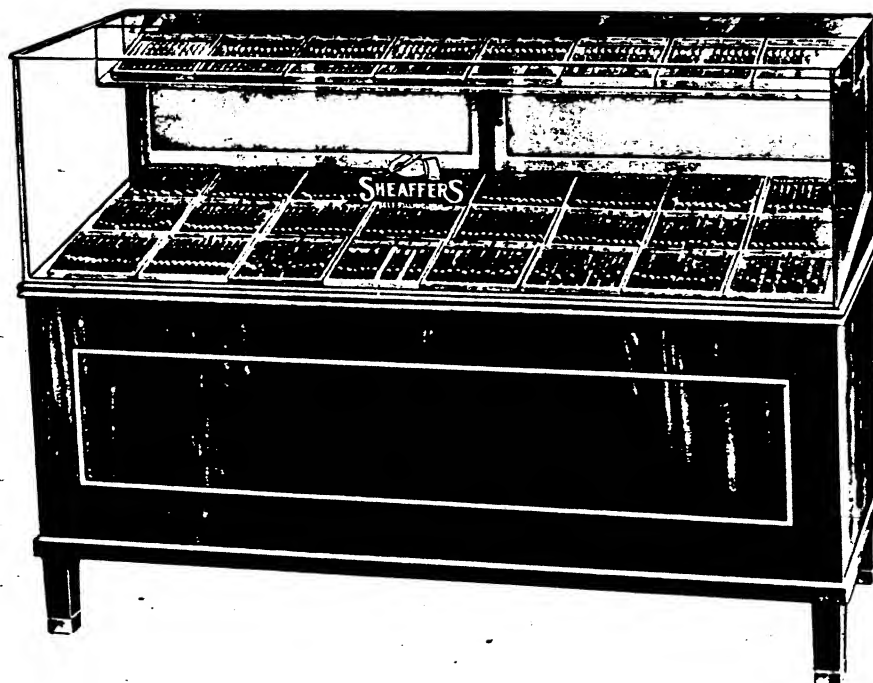
No.	Long and Short Barrels	Caps	Erasers with Cap	Jump Rings	Mechanism New	Midget Barrels	New Clip
AA.....	\$ 0.50	\$0.25	\$0.05	\$0.10	\$0.50	\$0.50	\$0.25
AB.....	.75	.25	.05	.10	.50	.75	.25
EE.....	1.00	.35	.05	.15	.50	1.00	.35
BA.....	1.50	.60	.05	.15	.50	1.25	.50
BB.....	2.00	.60	.05	.15	.50	1.75	.50
CA.....	2.00	.75	.05	.20	.50	1.75	.50
CB, CE, CH, GB	2.50	.75	.05	.20	.50	2.25	.50
GT, GN.....	3.25	1.10	.05	.35	.75	2.50	.75
GO, GU, GWSC...	4.00	1.25	.05	.35	.75	3.25	.75
GL.....	4.50	1.25	.05	.35	.75	3.75	.75
DB.....	15.00	4.50	.05	.75	1.00	10.00	2.00
DN, DL.....	17.00	4.50	.05	.75	1.00	10.50	2.00



Display Cases

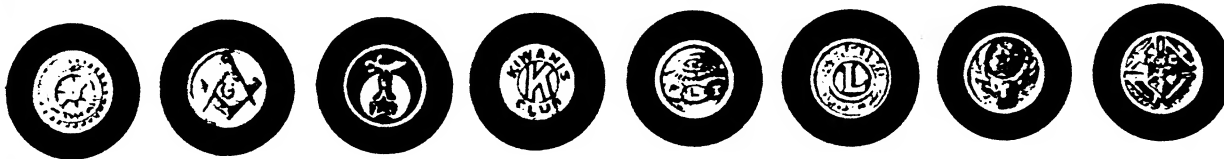
Counter and floor display cases made in either mahogany or oak are furnished to Sheaffer dealers without cost to the dealer for the exclusive display of Sheaffer pens and pencils. The cases remain the property of the W. A. Sheaffer Pen Company and are supplied in consideration of the dealer purchasing and carrying in stock for suitable display the following minimum assortments:

- | | | |
|---------------------------------|---|---------------------------------------|
| 2-Dozen Pencils | } | 2-Doz. Leatherette Counter Case. |
| 4-Dozen Sheaffer Pens | | 3-Doz. Counter Case, Mah. or Oak |
| 4-Dozen Pencils | } | 4-Dozen Leatherette Counter Case. |
| 6-Dozen Sheaffer Pens | | 6-Doz. Comb. Floor Case, Mah. or Oak |
| or | | |
| 6-Dozen Pencils | } | 8-Doz. Comb. Floor Case, Mah. or Oak |
| 10-Doz. Pens or 10-Doz. Pencils | | 16-Doz. Comb. Floor Case, Mah. or Oak |
| or | | |
| 6-Doz. Pens and 4-Doz. Pencils | } | 24-Doz. Comb. Floor Case, Mah. or Oak |
| 4-Doz. Pens and 6-Doz. Pencils | | 32-Doz. Comb. Floor Case, Mah. or Oak |
| or | | |
| 18-Doz. Pens and Pencils | } | 48-Doz. Comb. Floor Case, Mah. or Oak |
| 18-Doz. Pens or 18-Doz. Pencils | | |
| or | | |
| 24-Doz. Pens and Pencils | } | |
| 24-Doz. Pens or 24-Doz. Pencils | | |
| or | | |
| 32-Doz. Pens and Pencils | } | |
| 32-Doz. Pens or 32-Doz. Pencils | | |
| or | | |
| 48-Doz. Pens and Pencils | } | |
| 48-Doz. Pens or 48-Doz. Pencils | | |



Craig Pens, Craig Pencils and Model AA pencils do not apply on case assortments.
In other than domestic trade, show cases will be furnished at factory cost to be paid for at the time of delivery. The dealer will be furnished free with merchandise equal in list prices to the amount paid for the case. When this merchandise is sold, the investment in the case has been returned to the dealer.

Emblems—Engraving



Standard Lifetime pen emblems carried in stock—Elks, Kiwanis, K. of C., Lions, Oddfellows, Masonic Blue Lodge, Rotary and Shriner—add \$1.00 each to the list price of the pen. Emblems must be mounted on the pen cap at the factory.

Special tassels for CB and CH pencils carried in stock—Elks, K. of C., Oddfellows, Masonic Blue Lodge and Shriner—add 50c to the list price of the pencil. Special tassels can be made for pencils in quantities of 500 or more at a cost of \$15.00 for the die and 10c per tassel. Neat, special tassels limited to three colors.

Pens or pencils can be engraved or imprinted with any engraving desired, line of engraving to be not over two and one-half inches long, at the following prices:

1 to 100.....	25c each, net.
100 to 250.....	10c each, net.
250 to 500.....	8c each, net.
500 to 1000.....	6c each, net.

Sautoirs



DOUBLE CORD

No. 6. Black—Y. Gold F. Mt.



CORD

No. 3. Gray—Sterling Mt.
No. 4. Black—G. Gold F. Mt.
No. 5. Black—Y. Gold F. Mt.



RIBBON

No. 1. Black—Sterling Mt.
No. 2. Black—Y. Gold F. Mt.
No. 7. Red—Y. Gold F. Mt.
No. 8. Blue—Y. Gold F. Mt.

All Sheaffer sautoirs are forty-eight inches long, flat ribbon three-eighths of an inch wide and furnished in a variety of styles—black, gray, red or blue with sterling silver, yellow gold or green gold findings. The double sautoir is made especially for Giftie Sets and will easily hold both pen and pencil without danger of loss. Each ribbon is on a display card and packed individually in glassene envelope. List price, \$1.00 each.



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CODE

For all cable purposes, the address of the W. A. Sheaffer Pen Company is "WASPCO"; Bentley's, ABC and Western Union are used.

Below the price shown on each pen, the code word is displayed in parenthesis. No code word is necessary with pencils as the identification letter or letters of the pencil can be used which will sufficiently identify it.

SHEAFFER'S CONFIDENTIAL DISCOUNT

(File for reference)

Pen and Pencil Discounts

Less than 1 dozen.....	25%
1 to 3 dozen.....	33 1-3%
3 to 4 dozen.....	40%
4 to 6 dozen.....	40-5%
6 to 12 dozen.....	40-10%
12 dozen or over.....	50%

All full mounted solid gold pens and pencils are subject to 40% discount only. All merchandise subject to 2% discount for cash 10 days with exception of Craig pens and Craig pencils which are always billed net 30 days.

Discount on Sheaffer pencils is the same as on Sheaffer Pens. Quantity of pens carried in stock governs the pen and pencil discount.

All Sheaffer pen clips are billed separately at a net price, with the exception of clips on full mount pens. Pencil clips are not billed separately.

Solid gold clips list at \$2.00 and cost \$1.20, net.

Gold filled clips list at \$1.00 and cost 60c, net.

Metal clips list at 25c and cost 15c, net.

Below is example showing how these are billed:

1 89C.....	\$13.00	List, \$15.00
	Less 50%	6.50
1 Solid Gold Clip.....		1.20
		<u>7.70</u>

Discounts are figured at each end of the sale price according to the number of pens on hand and the number ordered. If a dealer has 6 dozen pens on hand and orders an additional 6 dozen, his discount is 50%. This same discount applies to pencils.

Giftie Set Discounts

We allow on Giftie Sets the dealer's regular pen discount, with the exception of the following Sets, which are subject to a maximum discount of 40 per cent.

D3.....	\$52.00
TDM3.....	30.00
D9.....	57.00
TDM9.....	32.00
D11.....	57.00
TDM11.....	32.00
LD3.....	57.00

(See Reverse Side)

on all purchases of SKRIP (in any quantity) in other than standard assortments the following discounts will apply:

50 per cent from list prices on purchases up to \$50.00

75 per cent from list prices on purchases of \$50.00 up to \$100.00

90 per cent from list prices on purchases of \$100.00 and over

For all shipments of SKRIP, the following conditions apply: (1) SKRIP is not to be used for any purpose other than that for which it is intended. (2) SKRIP is not to be used in any way that would cause damage to the property of the user.

SKRIP is available in the following colors:

Blue

Red

White

Black

Green

Yellow

Purple

Orange

Pink

Light Blue

Light Green

Light Red

Light Purple

Light Orange

Light Pink

SKRIP is available in the following quantities:

1/2 lb. tin

1 lb. tin

2 lb. tin

5 lb. tin

10 lb. tin

20 lb. tin

50 lb. tin

100 lb. tin

200 lb. tin

500 lb. tin

1000 lb. tin

2000 lb. tin

5000 lb. tin

10000 lb. tin

20000 lb. tin

50000 lb. tin

100000 lb. tin

200000 lb. tin

500000 lb. tin

1000000 lb. tin

2000000 lb. tin

5000000 lb. tin

List price Shearers Blue Barber Leads

per box of 18 leads

Colored Leads—

Red—12

White—12

Black—12

Green—12

Yellow—12

Purple—12

Orange—12

Pink—12

Light Blue—12

Light Green—12

Light Red—12

French emblem—12

per box of 12 leads

per box of 12 leads

per box of 12 leads

per box of 12 leads

per box of 12 leads

per box of 12 leads

per box of 12 leads

per box of 12 leads

per box of 12 leads

per box of 12 leads

per box of 12 leads

per box of 12 leads



A brand new kind of a gift and a model of convenience is Sheaffer's Lifetime fountain pen desk set. Each model is equipped with a Sheaffer Lifetime Pen with a point unconditionally guaranteed for life.

Set Number 12 illustrated on this page adopts the colorful note of the famous Jade Lifetime Pen and makes ideal use of it in a Desk Set. The base is of jet glass similar to the double set but with single receptacle and one pen. The Lifetime fountain pen has a barrel of gleaming jade Radite with quill of sombre jet to match the base. The pencil is a regular Sheaffer Propel-Repel-Expel pencil with bell shaped cap gold filled and barrel of Radite to match the pen. This set cannot be furnished as a double but only as a single set with or without pencil.

- 12—with jade pen only.....\$12.00
- 12P—with jade pen and pencil..... 15.00
- B12—with black pen only..... 12.00
- B12P—with black pen and pencil..... 15.00



Size of Base
3¼ x 4 x 1½

No. 12



Lifetime Fountain Pen Desk Sets

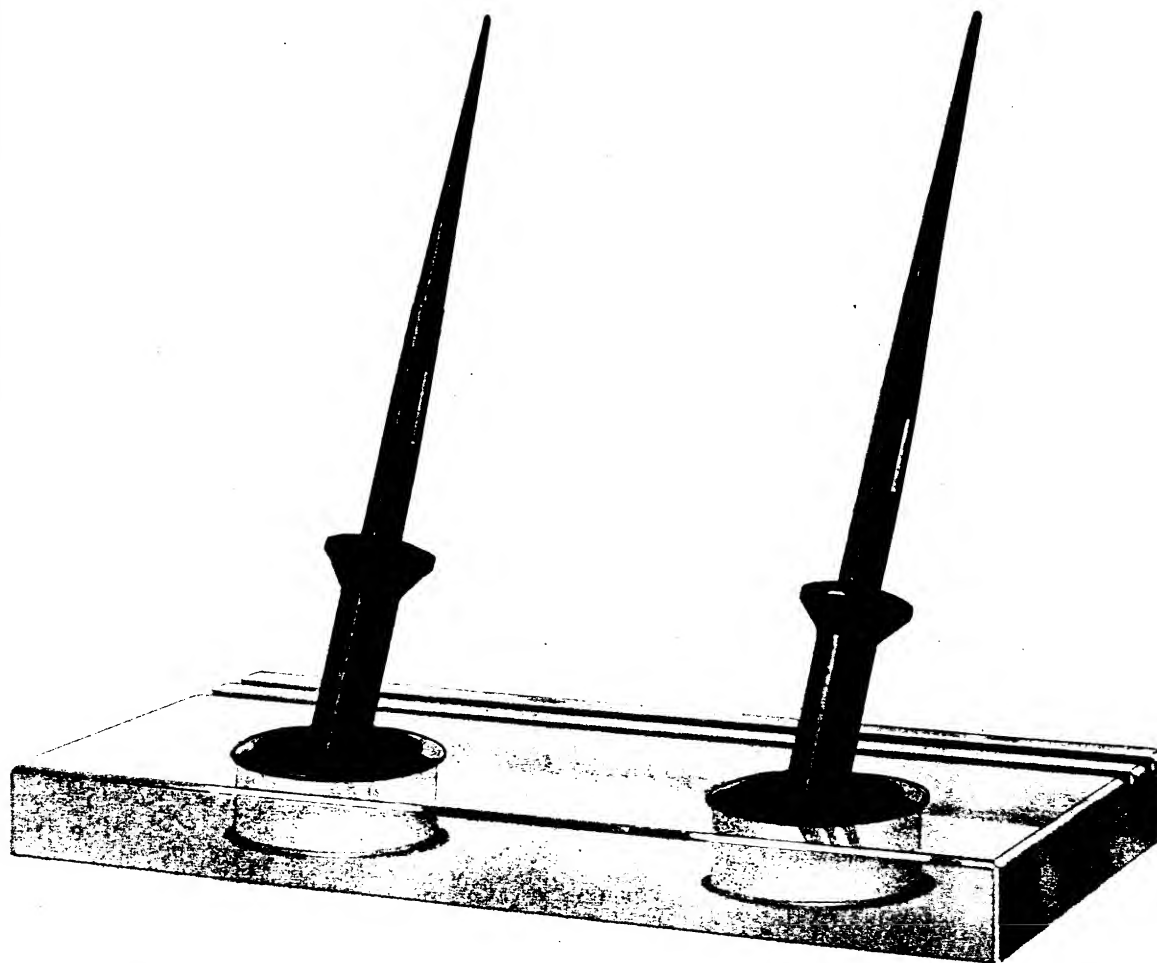
Sheaffer Fountain Pen Desk Sets are all fitted with the famous Sheaffer Lifetime fountain pen. These pens are eight and one-quarter inches long with long slender quill holders, well balanced and convenient to hold. The receptacle holds the pen in a convenient position for ready use and keeps the point always moist for instant writing. The holder is not an inkwell and the pen is the regular Sheaffer Lifetime fountain pen with a point unconditionally guaranteed for life.

A variety of sizes and prices in Sheaffer Desk Sets make them ideal gifts for all occasions.

Set number 17 has a base of crystal clear plate glass, size 10 x 5½ x 1 inch. On a desk or writing table it reflects the refinement of its surroundings. Fitted with matched pens—one red and the other black—that give perfect service and respond to instant command because they are Sheaffer's

Lifetime pens. Complete set with pens, base and bottle of red and bottle of blue Skrip, \$30.00

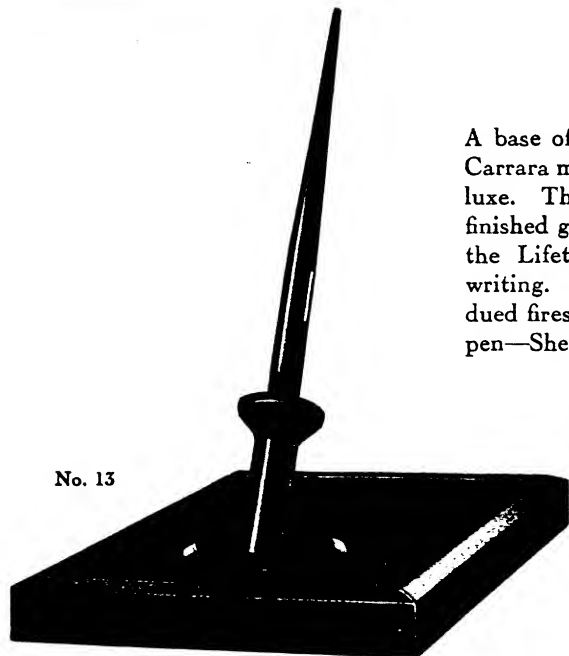
B17—same as 17 but both sockets and desk pens are entirely black \$30.00



No. 17



A base of jet glass rivalling in beauty the famous black Carrara marble marks these sets as writing instruments de luxe. The bases are polished to the radiant gloss of a finished gem and are fitted with holders of Radite to hold the Lifetime fountain pens always ready for instant writing. The bases reflect the gleam of onyx and the subdued fires of black opals,—a fitting setting for the perfect pen—Sheaffer's Lifetime.



No. 13

The single set, number 13, has a base $5\frac{1}{2} \times 7 \times \frac{3}{4}$ inches. Furnished with one Jade Lifetime Pen, base and bottle of Skrip.....\$15.00

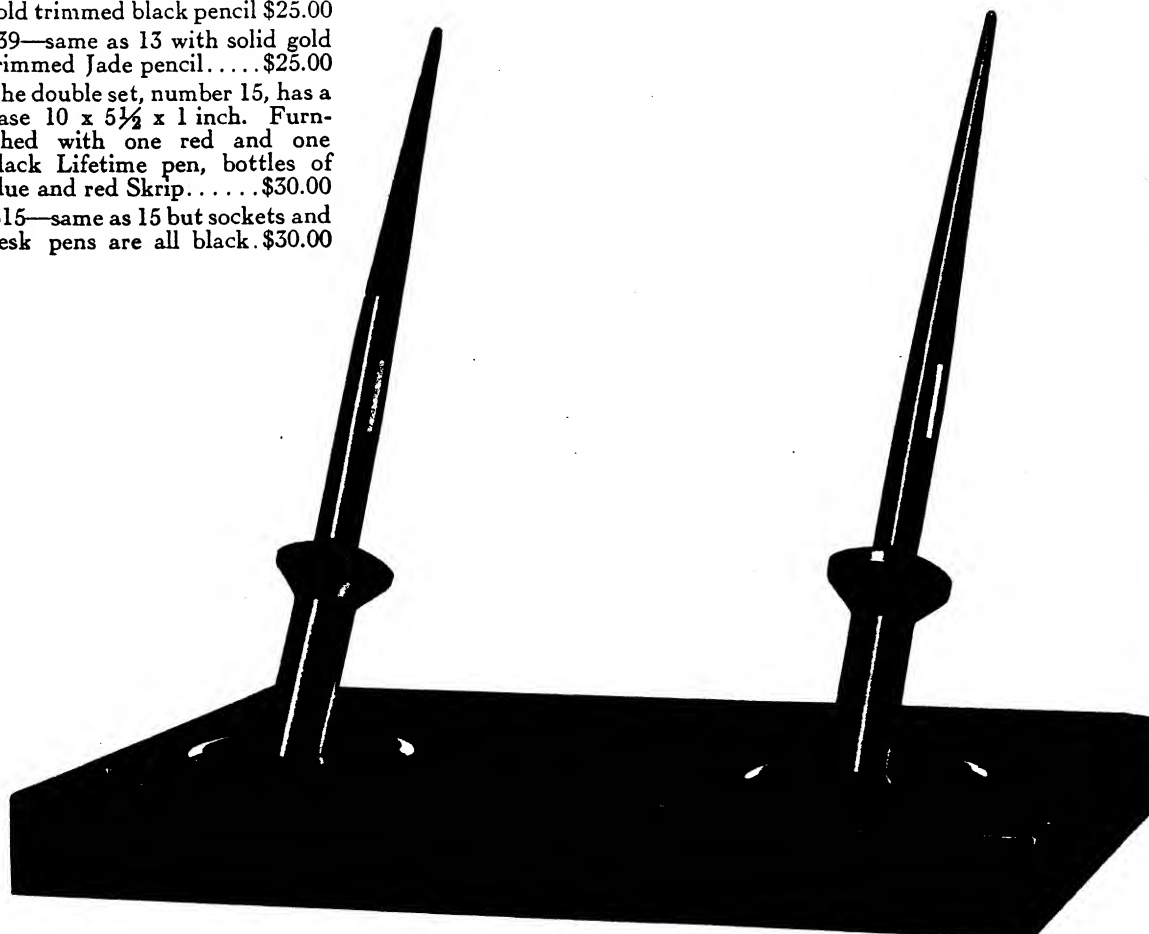
B13—with black pen..... 15.00

B139—same as B13 with solid gold trimmed black pencil \$25.00

139—same as 13 with solid gold trimmed Jade pencil.....\$25.00

The double set, number 15, has a base $10 \times 5\frac{1}{2} \times 1$ inch. Furnished with one red and one black Lifetime pen, bottles of blue and red Skrip.....\$30.00

B15—same as 15 but sockets and desk pens are all black.\$30.00

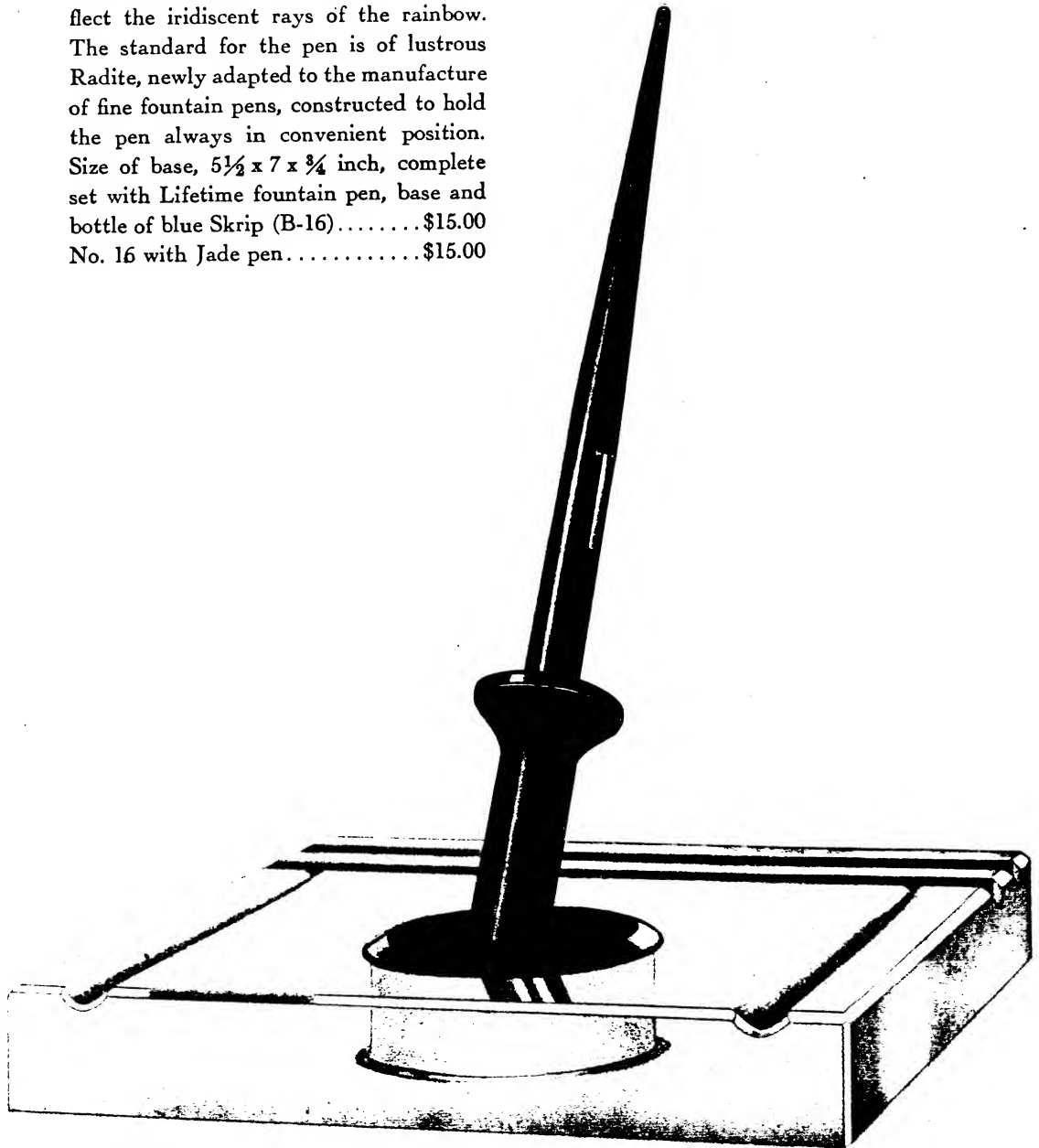


No. 15



Each Sheaffer Lifetime Fountain Pen Desk Set is packed in an attractive gift box and includes a bottle of blue Skrip with the single sets and bottles of both blue and red Skrip with the double sets. Sets are only sold complete and pens or bases cannot be sold separately. In all the history of the fountain pen industry no finer writing instruments have been made than these sets which are the most desired and appreciated of all gifts.

A single pen with base to match the double number 17 is this number B16. The base is of the same plate glass polished to reflect the iridescent rays of the rainbow. The standard for the pen is of lustrous Radite, newly adapted to the manufacture of fine fountain pens, constructed to hold the pen always in convenient position. Size of base, $5\frac{1}{2} \times 7 \times \frac{3}{4}$ inch, complete set with Lifetime fountain pen, base and bottle of blue Skrip (B-16).....\$15.00
No. 16 with Jade pen.....\$15.00



No. B16